

ABSTRAKSI

Penelitian ini bertujuan untuk menguji Pengaruh Profitabilitas, *Leverage*, *Firm's Size*, Ukuran Dewan Komisaris dan *Media Exposure* Terhadap *Corporate Social Responsibility* Pada Perusahaan Asuransi yang Tercatat Di Bursa Efek Indonesia (BEI).

Penelitian ini menggunakan data sekunder yaitu dari kategori perusahaan asuransi yang tercatat di Bursa Efek Indonesia. Sampel yang digunakan sebanyak 45 perusahaan pada kategori asuransi dengan periode 2011-2015 melalui metode *purposive sampling*. Metode analisis dari penelitian ini menggunakan regresi berganda dan regresi sederhana program SPSS 16.

Berdasarkan hasil analisis regresi linear berganda, diperoleh hasil bahwa variabel yang tidak berpengaruh adalah *Leverage* dan *Firm's Size*, sedangkan Profitabilitas, Ukuran Dewan Komisaris dan *Media Exposure* berpengaruh positif terhadap *Corporate Social Responsibility*. yang dilakukan perusahaan asuransi yang terdaftar Bursa Efek Indonesia periode tahun pengamatan 2011-2015.

Kata Kunci : *Corporate Social Responsibility*, *Firm's Size*, *Leverage*, *Media Exposure*, Profitabilitas, Ukuran Dewan Komisaris.

ABSTRACT

This study aimed to test the Effect Profitability, Leverage, Firm's Size, Size of the Board of Commissioners and Media Exposure Against Corporate Social Responsibility On Insurance Company Listed in Indonesia Stock Exchange (BEI).

This study uses secondary data from the category of insurance companies listed on the Stock Exchange Indonesia. Samples used as many as 45 companies in the insurance category in the 2011-2015 period through purposive method sampling. Metode analysis of this study using multiple regression and simple regression program SPSS 16 ,

Based on the results of multiple linear regression analysis, the result that the variable has no effect was Leverage and Firm's Size, whereas profitability, size of the Board of Commissioners and Media Exposure positive influence on Corporate Social Responsibility. conducted insurers listed in the Indonesia Stock Exchange observation period 2011-2015.

Keywords: *Corporate Social Responsibility, Firm's Size, Leverage, Media Exposure, profitability, size of the Board of Commissioners.*